3. (Original)   The method of claim 2, wherein said receiving a schedule includes generating the schedule based on programming a recording device to record programming.

4. (Original)   The method of claim 3, wherein said programming a recording device is performed via an electronic program guide.

5. (Original)   The method of claim 2, wherein said characterizing the programming is performed using data from an electronic program guide.

6. (Original)   The method of claim 1, wherein said identifying subscribers is accomplished by analyzing data regarding subscriber interactions with an electronic program guide.

7. (Original)   The method of claim 1, wherein said delivering one or more targeted advertisements is done prior to recording the programming.

8. (Original)   The method of claim 1, wherein said delivering includes inserting the one or more targeted advertisements by comparing a profile of the advertisements with the subscriber.

9. (Original)   The method of claim 2, further comprising identifying the one or more targeted advertisements by comparing a profile of the advertisements with the subscriber profile.

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10. (Original) A method for delivering targeted advertising in recorded programming, the method comprising:

programming a recording device to record one or more television programs;

generating a schedule of said programs to be recorded, wherein the schedule includes avail opportunities and information about the television programs;

identifying and characterizing potential subscribers of the television programs;

generating a schedule of at least one targeted advertisement to be delivered to the potential subscribers in avails within the television programs; and

delivering the at least one targeted advertisement to the potential subscribers.

11. (Original) The method of claim 10, further comprising characterizing the one or more television programs.

12. (Original) The method of claim 10, wherein said identifying and characterizing is performed using subscriber interaction data with an electronic program guide.

13. (Original) The method of claim 11, wherein said characterizing is performed using an electronic program guide database.

14. (Original) The method of claim 10, wherein the avail opportunities can be derived from existing avails, newly created avails or customized avails.

15. (Original) A system for delivering targeted advertising in recorded programming, the system comprising:

a recording schedule module for obtaining a schedule of programs to be recorded;

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a subscriber identification module for identifying possible subscribers that will view programs; and

an ad-scheduling module for generating a schedule of one or more targeted ads to be inserted into the programs.

16. (Original) The system of claim 15, further comprising a program characterization module for characterizing the programs to be recorded.

17. (Original) The system of claim 15, further comprising a subscriber profile module for retrieving and updating a profile for each identified subscriber.

18. (Original) The system of claim 15, further comprising an ad-matching module for matching ads to subscribers.

19. (Original) The system of claim 18, further comprising an ad insertion module for inserting targeted ads into the programs to be recorded.

20. (Original) The system of claim 15, further comprising a recording program module for programming or activating a recording device to record programming.

21. (Original) The system of claim 15, wherein said recording schedule module is an element of an electronic program guide.

22. (Original) The system of claim 20, wherein said recording program module is an element of an electronic program guide.

23. (Original) The system of claim 16, wherein said program characterization module utilizes data from an electronic program guide to characterize programming.

24. (Original) The system of claim 15, wherein said subscriber identification module utilizes data comprising subscriber interactions with an electronic program guide to identify the subscriber.

25. (Currently Amended) A method for delivering targeted advertisements in programs that have been flagged for future viewing, the method comprising:

receiving notification that a program has been flagged for future viewing;

generating a first schedule which includes avails within the flagged program;

identifying potential subscribers of the flagged program;

generating a schedule of target advertisements to be delivered in the flagged program; and

delivering the targeted advertisements.

26. (Original) The method of claim 25, wherein said generating a schedule of targeted advertisements includes:

retrieving a profile of potential advertisements;

retrieving a profile of the identified subscribers;

correlating the advertisement profile and each subscriber profile; and

selecting the targeted advertisements based on said correlating.

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